LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No.PM 139-C1--Req. No.W32494-Spring '97 V-Wear- Spd 4/c (15 ½" x 10 ½") March, 1997

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Get fashion that's wild & free... with pack UPCs.

JUNGLE HEAT LIGHTER
When you need a light, make it one that's as fun-spirited as you are. Our shiny zebra-striped lighter has silver-toned accents and this high-quality flicker is butane-refillable.
FREE with 40 pack UPCs.

ANIMAL EYES SHADES
Our oversize-look sunglasses get your adventurous spirit of new action. In a glasses. With full UV protection and scratch-resistant gray lenses. A black spotting case with VS logo included.
FREE with 40 pack UPCs.

SLEEK CAT TRAVEL KIT
Slick, big and totally practical, this leopard print kit will hold those little essentials you can't be without wherever you push up and go. We've even included some great compact-size accessories: a brush, comb and mirror. So, no matter how wild things get, you'll always have your look together.
FREE with 60 pack UPCs.

SIGNATURE SAFARI JACKET
Our exclusive brown suede jacket has plenty of pockets, a detachable brass-buckled leather belt, and lots more features for whether you're in search of adventure... or just lunch. She is what to go at, run in. Pick your leather.
Fully lined. S-M-L (4-6, 8-10, 12-14, 16, 20-22).
FREE with 30 pack UPCs.

This is just a sample of what you'll find in our new catalog. To get it call 1-800-TO-V-WEAR or to get one even quicker, check the catalog box on the order form. Catalog requests must be received by 5/31/97.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Use this coupon and save your pack UPCs to get our Spring '97 collection.

$1.00 Off
one carton or 4 packs
VIRGINIA SLIMS

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Order in 3 easy steps

1. Fill out this order form completely including signature and birth date. Offer limited to smokers 21 years of age or older. Orders will be rejected if signature or date of birth not provided. Only original order form will be accepted. PLEASE PRINT CLEARLY. **Offer expires post marks/postdate orders must be received by 7/31/97.**

2. Include appropriate number of Virginia Slims **pack UPCs** (carton UPCs not accepted; excess UPCs will not be returned). Use chart to determine shipping/handling fee and include check or money order (do not send cash) payable to Virginia Slims. (+Value)

3. Mail in an envelope to: Virginia Slims V-Wear, P.O. Box 4336, Dover, DE 19901-8336. Be sure to put proper postage on your envelope. **Please allow 10-12 weeks for delivery.**

Should questions come up about your order, please write a copy of your completed order form along with our Customer Service number: 1-800-860-4557.

Order Form (regardless of size), no more than 12 items in total throughout the promotion.

Item	Size	Quantity	Pack UPCs per item*	Total Pack UPCs
Safari Jacket	S		30	
	M		30	
	L		30	
	XL		30	
Animal Eyes Shades			40	
Lighter			40	
Travel Kit			60	

*SHIPPING & HANDLING: Please fill in the total pack UPCs enclosed below. Orders must be accompanied by payment. ITEMS MAY BE SHIPPED SEPARATELY.

Total Pack UPCs enclosed ——→

TOTAL PACK UPCs	SHIPPING & HANDLING (Continental U.S.)
1-100	$3.50
101-200	$4.50
201 or more	$5.00

☐ **Check here to receive the Spring '97 V-Wear catalog.**

[ ] Ms. [ ] Mrs. [ ] Mr. _____

Address _____

City _____

State _____ ZIP _____

Regular Brand Smoked _____

By participating in this offer and signing below, I certify I am a smoker 21 years of age or older, and I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable federal and state laws.

Signature (required) X _____

Date of Birth (required) ____/____/____

Today's Date ____/____/____

Phone Number ( ) _____

Offer good only in the U.S.A. Offer void in Kansas. Offer void where restricted or prohibited by law. Offer void to employees of Philip Morris and its advertising agencies. No group or organization orders will be honored. Please send order form, shipping & handling and UPCs in a padded envelope. Postage may vary according to weight of your envelope. Please check with your office on amount you've affixed proper postage. Not responsible for lost, late, damaged, misdirected or postage-due mail.

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